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NOTICE OF ALLOWANCE AND FEE(S) DUE

94140 7590 09/29/2011
Merchant & Gould - Cox
PO Box 2903
Minneapolis, MN 55402

EXAMINER

BOYCE, ANDRE D

ART UNIT

PAPER NUMBER

3623

DATE MAILED: 09/29/2011

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/558,755 04/21/2000

Devin F. Hosea

60136.0097USU1

9034

TITLE OF INVENTION: METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1740	\$0	\$0	\$1740	12/29/2011

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail

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Commissioner for Patents
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INSTRUCTIONS: This form should be used for transmitting the **ISSUE FEE** and **PUBLICATION FEE** (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

94140 7590 09/29/2011
**Merchant & Gould - Cox
PO Box 2903
Minneapolis, MN 55402**

Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

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09/558,755	04/21/2000	Devin F. Hosea	60136.0097USU1	9034
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TITLE OF INVENTION: METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1740	\$0	\$0	\$1740	12/29/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
BOYCE, ANDRE D	3623	705-007330

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

2. For printing on the patent front page, list

- ☐ Change of correspondence address (or Change of Correspondence Address form PT09/SB12.2) attached;
☐ "Fee Address" indication (or "Fee Address" Indication form PT08/47; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.111. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PT0-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

- ☐ a. Applicant claims **SMALL ENTITY** status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming **SMALL ENTITY** status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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BOYCE, ANDRE D

ART UNIT

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DATE MAILED: 09/29/2011

Determination of Patent Term Extension under 35 U.S.C. 154 (b)

(application filed after June 7, 1995 but prior to May 29, 2000)

The Patent Term Extension is 868 day(s). Any patent to issue from the above-identified application will include an indication of the 868 day extension on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Extension is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability**Application No.**

09/558,755

Examiner

ANDRE BOYCE

Applicant(s)

HOSEA ET AL.

Art Unit

3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Applicant's RCE filed 9/16/11.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 65-79,81-94 and 110-112.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: ____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
1) ☐ hereto or 2) ☐ to Paper No./Mail Date ____.
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date ____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date ____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date ____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other ____

/Andre Boyce/
Primary Examiner, Art Unit 3623

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 9/16/11 has been entered.
2. Claims 65, 67, 69, 71, 76, 77, 79, 81, 83, 87, 92 and 93 have been amended. Claims 64, 80 and 109 have been canceled, while claims 110-112 have been added. Claims 65-79, 81-94 and 110-112 are pending.
3. The previously pending rejection to claims 64-94 and 109 under 35 USC 112, first paragraph, has been withdrawn.

Examiner's Amendment

4. An Examiner's Amendment to the record appears below. Should changes and/or additions be unacceptable to Applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

5. Authorization for this Examiner's Amendment was given in a telephone interview with David W. Lynch on 9/28/11. The application has been amended as follows:

In the claims:

85. (Currently Amended) The computer of Claim [[90]] 111, further comprising a database associating each of said plurality of Web sites with demographic characteristics of known persons who have accessed said sites.

110. (Currently Amended) A method of profiling a Web user, comprising:

detecting, at an ISP (Internet service provider) server, an outgoing URL page request from a client;

capturing, at the ISP server, the packets associated with the detected URL page request,

extracting, from the packets captured at the ISP server, a Uniform Resource Locator (URL) identifying a network path to a Web site satisfying the URL page request;

obtaining, at the ISP server, an IP (Internet protocol) address from a client;

storing the extracted URL and the IP address obtained from the client in a database;

correlating, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table;

associating the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client;

for each permanent anonymous user identifier correlated with the IP address obtained from the client, storing the URL of the Web site satisfying the URL page request and the permanent anonymous user identifier correlated with the IP address obtained from the client;

cross-referencing, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites;

extracting, at the ISP server, a set of the demographic information associated with the Web site cross-referenced to the extracted URL;

extracting content affinity from a categorized listing of URLs that translate the extracted URL into a content preference for the profiled Web site associated with the extracted URL; and

providing a user profile for the permanent anonymous user identifier based on the extracted URL and the extracted content affinity obtained by translating the extracted URL into the content preference for the profiled Web site associated with the extracted URL ~~and the extracted URL~~.

111. (Currently amended) A computer for profiling a Web user, comprising:
a memory for storing a program;

a processor operative with the program to detect, at an ISP (Internet service provider) server, an outgoing URL page request from a client, to capture, at the ISP server, the packets associated with the detected URL page request, to extract, from the packets captured at the ISP server, a Uniform Resource Locator (URL) identifying a network path to a Web site satisfying the URL page request, to obtain, at the ISP server, an IP (Internet protocol) address from a client, to store the extracted URL and the IP address obtain form the client in a database, to correlate, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table, to associate the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client, for each permanent anonymous user identifier correlated with the IP address obtained from the client, to store the URL of the Web site satisfying the URL page request and the permanent anonymous user identifier correlated with the IP address obtained from the client, to cross-reference, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites, to extract, at the ISP server, a set of the demographic information associated with the Web site cross- referenced to the extracted URL, to extract content affinity from a categorized listing of URLs that translate the extracted URL into a content preference for the profiled Web site associated with the extracted URL, and to provide a user profile for the permanent anonymous user identifier based on the extracted URL and the extracted content affinity obtained by translating the extracted URL into the

content preference for the profiled Web site associated with the extracted URL ~~and the extracted URL.~~

112. (Currently Amended) A non-transitory computer readable medium comprising a program for profiling a Web user by performing the steps of:

detecting, at an ISP (Internet service provider) server, an outgoing URL page request from a client;

capturing, at the ISP server, the packets associated with the detected URL page request,

extracting, from the packets captured at the ISP server, a Uniform Resource Locator (URL) identifying a network path to a Web site ~~[[satisfyng]]~~ satisfying the URL page request;

obtaining, at the ISP server, an IP (Internet protocol) address from a client;

storing the extracted URL and the IP address obtain form the client in a database;

correlating, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table;

associating the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client;

for each permanent anonymous user identifier correlated with the IP address obtained from the client, storing the URL of the Web site satisfying the URL page

request and the permanent anonymous user identifier correlated with the IP address obtained from the client;

cross-referencing, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites;

extracting, at the ISP server, a set of the demographic information associated with the Web site cross-referenced to the extracted URL;

extracting content affinity from a categorized listing of URLs that translate the extracted URL into a content preference for the profiled Web site associated with the extracted URL; and

providing a user profile for the permanent anonymous user identifier based on the extracted URL and the extracted content affinity obtained by translating the extracted URL into the content preference for the profiled Web site associated with the extracted URL ~~and the extracted URL~~.

Reasons for Allowance

6. Claims 65-79, 81-94 and 110-112 are allowed.
7. The following is an examiner's statement of reasons for allowance:

With respect to independent claims 110-112, none of the prior art of record, taken individually or in any combination, teach inter alia, correlating, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table;

associating the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client; for each permanent anonymous user identifier correlated with the IP address obtained from the client, storing the URL of the Web site satisfying the URL page request and the permanent anonymous user identifier correlated with the IP address obtained from the client; cross-referencing, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites; extracting, at the ISP server, a set of the demographic information associated with the Web site cross-referenced to the extracted URL; extracting content affinity from a categorized listing of URLs that translate the extracted URL into a content preference for the profiled Web site associated with the extracted URL; and providing a user profile for the permanent anonymous user identifier based on the extracted URL and the extracted content affinity obtained by translating the extracted URL into the content preference for the profiled Web site associated with the extracted URL.

8. The prior art references most closely resembling Applicant's claimed invention are Roth et al (USPN 6,285,987), Armbruster et al (USPN 6,243,760), Bull et al (USPN 6,208,975), Sheena et al (USPN 6,049,777), Eldering (USPN 6,298,348) and Park et al (USPN 6,295,061).

Roth et al disclose IP data about the user is presented to the system at view-op time, column 8, lines 20-28, and viewer history data, including historical data about a

unique viewer, column 8, lines 65-67 and database of viewer information 16B, figure 1, updating of viewer history data, column 8, lines 65-67 and column 9, lines 1-4, web site demographic data, column 9, lines 13-14.

Armbruster et al disclose the content provider can now control and monitor access to its site (column 2, lines 66-67), including a daemon 15 that monitors which files are being uploaded (column 5, lines 13-14), and all packets are forwarded to Ethernet port 1/4 in the ISP 8 and subsequently to the local cache server, wherein the client's browser via the DNS (Domain Name Server) 20 and, using UTP, resolves and returns the IP address of www.cp3.com. Once returned, a TCP connection is set up in the usual way through the Internet 9 and all IP packets are routed, by the ISP router 17, in a standard fashion to the client 16 from the content provider 12 (column 5, lines 56-67). Armbruster et al also disclose a cache located at an ISP's point-of-presence (column 3, lines 34-36), wherein the ISP includes a local caching complex 10, consisting of servers and storage devices for identifying and storing cacheable web pages, filtering software, and web sites (column 3, lines 59-64), including the URLs associated with the cached items (column 4, lines 45-49), and forwarding packets to the ISP local cache (column 5, lines 56-60).

Bull et al discloses the user's web viewing patterns monitored and matched against software text agents to match a profile (see column 15, lines 14-19), including user demographics.

Sheena et al disclose using an averaging algorithm to calculate a similarity factor between a pair of users (see column 8, lines 47-49), based on their ratings of a

product. Sheena et al also disclose clustering algorithms (see column 22, lines 33-36) used to calculate the mean of the rating given to each item a user has rated.

Sheena et al also disclose the method working equally as well for items having many features of interest (see column 19, lines 9-13), such as web site and user profiles.

Eldering discloses maintaining consumer privacy via private data networks (see column 4, lines 62-65).

Park et al disclose banner advertisement (see column 1, lines 30-33), and pop-up advertisement over the internet (see column 2, lines 1-2).

However, none of the cited prior art, taken individually or in any combination, teach inter alia, the limitations discussed above with respect to independent claims 110-112.

9. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDRE BOYCE whose telephone number is (571)272-6726. The examiner can normally be reached on 9:30-6pm M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Beth Boswell can be reached on (571) 272-6737. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Andre Boyce/
Primary Examiner, Art Unit 3623
September 28, 2011